

ESDIS/SOO Outreach & the Role of EDG

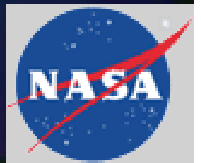
EDG/ECHO Workshop

Presented by: Jennifer Farnham, *ESDIS Outreach Coordinator*

Date: June 5, 2002



Global Science & Technology, Inc.



ESDIS/SOO Outreach Strategy

- **Primary Venue**

- Selected Earth science conferences

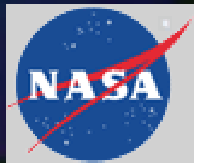
- **Outreach Materials**

- Print
 - Web
 - Interactive (DAAC Specific)

- **Earth Science Data Resources**

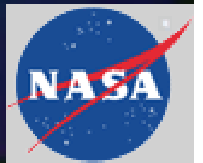
- **Support Tools**

- Data search & order tools
 - Data handling tools
(e.g., manipulation, visualization, subsetting)



Conference Objectives

- **Increase the number of unique new users of EOSDIS and DAAC data and information**
- **Promote cross-disciplinary Earth science data research**
- **Improve the recognition/awareness of NASA/EOSDIS, The Earth Science Enterprise (ESE) and associated elements**
- **Demonstrate the value of EOS data for environmental research & global climate change**



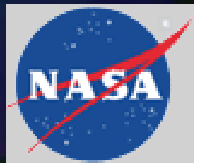
Conference Staffing

Three Main Participants:

1. ESDIS Logistics Coordinator

Role:

Handle conference planning, and all associated logistics for booth and material shipments

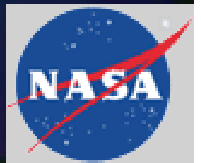


Conference Staffing

2. ESDIS Outreach Coordinator

Role:

- a) Provide cross-DAAC view about data available from EOSDIS while ensuring continuity, and consistency of message.*
- b) Provide technical assistance/direction in accessing Earth science data (e.g. DAAC proprietary tools, EDG, GCMD)*
- c) Address user inquiries by providing referrals to other NASA data centers or ESE related entities.*

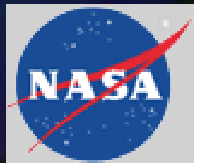


Conference Staffing cont'd

2. USWG Data Center Representatives

Role:

- a) Provide discipline/data set/data center specific support*
- b) Address user inquiries by providing referrals to other NASA data centers or ESE related elements*
- c) Provide technical assistance/direction in accessing Earth science data (e.g. DAAC Proprietary tools, EDG, GCMD)*



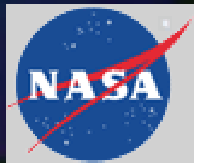
Tool Demos

EDG

- Search & Order ,seamless online access to Earth Science Data
- HDF-EOS Tools Link

DAAC Proprietary Tools

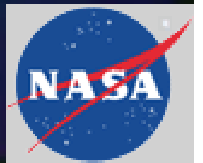
- Search & Order(discipline specific)
- Data set specific handling tools



Tool Demos (cont)

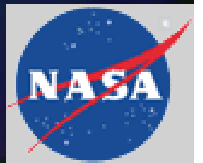
GCMD

- Search card catalogue of data sets from DAACs, as well as other Federal and international data providers.
- Descriptive information (commercial & non-commercial) of data services used to analyze, process, and evaluate Earth science data sets.



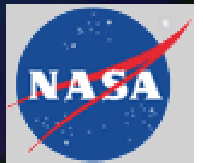
Commonly Requested EDG features From Users

- Geographical searches, discipline oriented searches
- Inquiries as to “THE” easiest way to get the data
- Availability and access to HDF-EOS tools?
- Availability and access to GIS compatible tools?



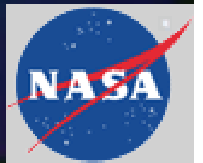
Commonly Noted EDG Concerns From Internal Users

- Insufficient knowledge/training with EDG Tool
- Not user friendly (ease of use concerns)
- Timeliness of searches
- Data center downtime affect searches
- ECS servers can cause search to fail



Commonly Noted EDG Concerns From End Users

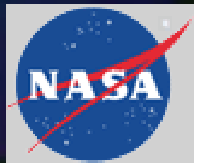
- Ease of use concerns
- Timeliness of search
- Perceived lack of sufficient knowledge re: data sets in order to perform search
- Overall lack of awareness re: EDG & potential benefits



Potential Solutions for EDG Concerns

1. Implement required booth staff training w/EDG

- Focus on most commonly requested types of searches
- Must be completed prior to conference
- Suggest “homework” type format and “hands-on” at each USWG Meeting

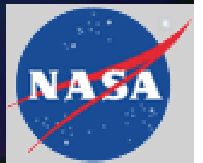


Potential Solutions for EDG Concerns (cont)

2. Coordinate with EDG Team prior to and after conferences

- Check for updates, tips, future actions
- Have EDG representative present for larger conferences**

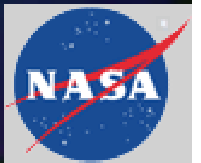
(**4,000+ anticipated attendees)



Potential Solutions for EDG Concerns (cont)

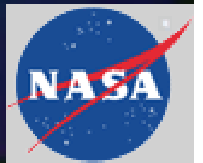
3. Conduct on conference site EDG workshop or mini-training for end users (Earth science data users)

- New booth physical set-up, and booth components allow for such activity



In Summary...

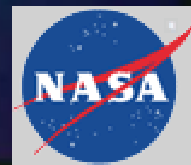
- ESDIS outreach utilizes the EDG as one Earth science data tool/resource within our primary outreach venue
- Each earth science conference yields a potential audience of between 2,000-8,000 attendees.
- From ESDIS Outreach perspective, EDG workshops and “hands on” training are beneficial to both internal users and end users



Some parting thoughts.....



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Statistics :

- 10% of total target audience (total conference attendees) are direct contacts within our booth
- For fiscal year 2002, attended 6 conferences to date with a total of ~28,000 attendees
- Roughly 2,800 potential targets for Earth science data tools demos and EOSDIS outreach overview

